

SUPER[®] **SSGEAR**



**YOU ARE
WHAT YOU
WEAR
WINTER
22/23**

**THE BRAVE
BRAND
FOR KIDS**



R209-6207_375

I AM A SUPERREBEL.



**IN 2015 WE CREATED THE ICONIC
SUPERREBEL KIDSGEAR BRAND AS A
COLLABORATION BETWEEN SUPERREBEL
CREATIVE AGENCY AND THE BRAND
WORKS COMPANY. A SPORTS AND
STREETCOUTURE BRAND DESIGNED
FOR REBELLIOUS KIDS.**

**WE'RE NOT A FASHION BRAND,
BUT A FASHION STATEMENT. THAT'S
WHY WE BELIEVE IN SELECTIVE
DISTRIBUTION. SO YOU WON'T FIND
SUPERREBEL ON EVERY STREET CORNER.
THE MARKETING COMMUNICATION
STRATEGY IS MAINLY FOCUSED ON
AMBASSADORS AND INFLUENCERS
(SUPERREBEL ARMY, KIDS
OF CELEBRITIES AND TALENTS).
INSTAGRAM AND FACEBOOK ARE
MAINLY USED TO BUILD THE BRAND
TOGETHER WITH PR.**

**WE AIM TO BE THE FIRST
SUSTAINABLE KIDS BRAND.**





**PLEASED
TO MEET YOU.**

W22/23

WINTERCOLLECTION 22/23 SUPERSUSTAINABLE

SuperRebel kidsgear is proud to present the newest >90% sustainable wintercollection. Technical fabrics and details, 10.000 water column, pass pockets, snow catchers, polyester sleeves, reflective logos and much more. You are what you wear. ;-)

SKI

Graffiti prints, all over letterprinting and a mysterious snake print makes the collection fashionable, but don't forget the comfort. Skiing, snowboarding in flashing colors or sereen black... You are the striking person on the slopes. After skiing, take your cool sweaters, hoodies, and pants to chill with your hot chocolate.

Are you ready?

BRAVERY DOES NOT HAVE TO DESTROY OUR PLANET.

We are ready for winter 22/23. Please find out more in this lookbook. For pr/marketing enquiries please contact charlotte@superrebel.com. Enjoy the new collection.



YOUNG FANS.



**THAT'S WHY
WE LOVE
REVERSIBLE.**



R209-5201_204



R209-5211_260



R209-6604_260



R209-6604_926



R209-6604_099



R209-6604_375



R209-6986_100



R209-6986_099



R209-6986_550



R209-6986_219



BRAVE FR POWDER



R209-6218_100



R209-6219_965



R209-6605_965



R209-6605_100



R209-5214_260

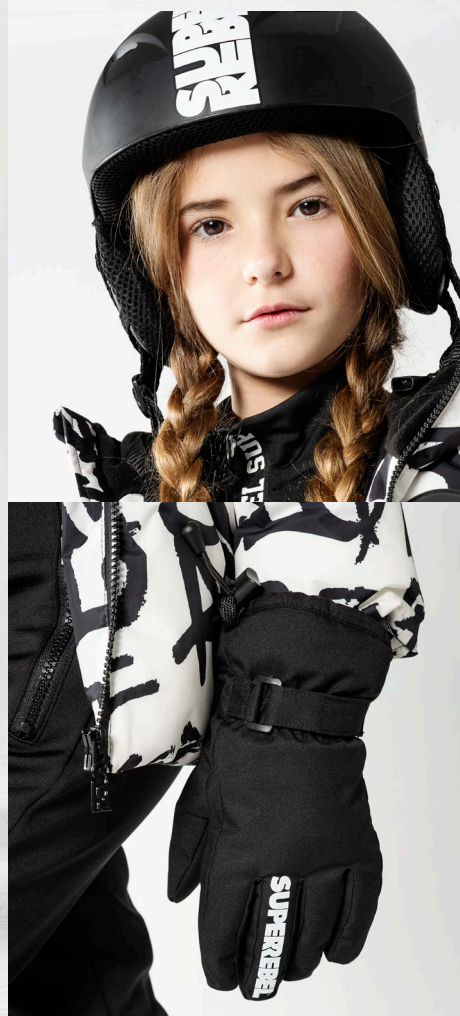


R209-5204_912



R209-6604_260

R209-6604_099





R209-6218_550



R209-6402_550



R209-6605_550



POLYESTER
BODY

POLYESTER
TAFFETA

POLYESTER
LINING

2016

POLYESTER
CUFF

**WE NEED
NO TO**



**100% RECYCLED
POLYESTER DYED**

**100% RECYCLED
POLYESTER PADDING**

**100% RECYCLED
POLYESTER WOVEN LINING**

2022

**100% RECYCLED
POLYESTER DYED CUFF**

**EVER SAY
D SNOW.**



COOL STUFF.



ORGANIC COTTON



R209-5204_913



R209-5302_004



R209-5302_099



R209-5302_204





R209-6219_905



R209-6207_099



R209-6605_905



R209-6215_116





R209-6605_099



R209-5214_089

**KEEP CALM.
SNOW IS
COMING.**



R209-5213_410



R209-5302_099





R209-5217_410



R209-5603_912



BRAVE GIRL





R209-6301_914



R209-6301_925



R209-6603_925



R209-6603_914



BRAVE BOY.



R209-6402_905



R209-5501_905



R209-6402_099



R209-5501_099



**SHOW US
HOW BIG
YOUR BRAVE IS.**



R209-6402_926



R209-5501_926



R209-6402_965



R209-5501_965



R209-5211_260

R209-5211_926

R209-5214_260

R209-5214_089

R209-5213_410



R209-6604_260

R209-6604_099

R209-6604_926

R209-6604_375



R209-5201_204

R209-5217_410

R209-5213_410



R209-5204_912

R209-5204_913



R209-6402_926



R209-5501_926

R209-5501_099



R209-5802_912

R209-5802_913



R209-5302_204

R209-5302_099

R209-5302_004



R209-5603_912

R209-5603_913

R209-5603_099



R209-6985_099



R209-6985_965



R209-6985_905



R209-6985_926



R209-6986_099



R209-6986_100



R209-6986_219



R209-6986_550



R209-6218_550



R209-6218_100



R209-6218_219



R209-6218_099



R209-6219_905



R209-6219_965



R209-6605_550



R209-6605_100



R209-6605_219



R209-6215_116



R209-6605_099



R209-6605_905



R209-6605_965



R209-6207_375



R209-6207_099



R209-6602_116



R209-6402_905



R209-6402_965



R209-6601_375



R209-6402_099



R209-6402_003



R209-6402_550



R209-5501_905



R209-5501_965



R209-6301_750



R209-6301_099



R209-6301_925



R209-6301_914



R209-6603_914



R209-6603_925

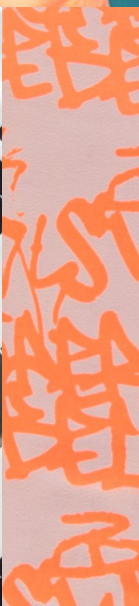


R209-6603_099



REBEL SU

EL SUPER



LOGO

**SUPER
REBEL[®]**
KIDSGEAR

LOGO DIAP

**SUPER[®]
REBEL**
KIDSGEAR



EMERSON FITTIPALDI JUNIOR IS ONE OF OUR PROUD



RICHARD VERSCHOOR AMBASSADOR



**SUPER
REBEL**
KIDSGEAR

SUSTAINABLE #FORTHEBRAVE



**SUPERREBEL KIDSGEAR
HEADQUARTER:**

EUROPE:
GENERAL | MARKETING | DESIGN | SALES
CONTACT PERSON: CHARLOTTE VAROSSIEAU
E: CHARLOTTE@SUPERREBEL.COM
M: +31 (0)6 28 56 45 28

ASIA | ORANGeworks:
CHINA | TAIWAN | KOREA | INDONESIA AREAS
CONTACT PERSON: MARIELLE VERKADE
E: M.VERKADE@JOLO.NL
M: +31 (0)6 53 17 37 86
OR +86 13 95 7132 082

PR & MARKETING INQUIRIES:
CONTACT PERSON: FLEUR JACOBS
E: FLEUR@SUPERREBEL.COM
M: +31 (0) 76 572 88 88

**INTERNET AND
SOCIAL MEDIA:**

OFFICIAL WEBSITE / SHOP:
WWW.SUPERREBELKIDSGEAR.COM

FACEBOOK:
WWW.FACEBOOK.COM/SUPERREBELKIDSGEAR
INSTAGRAM:
WWW.INSTAGRAM.COM/SUPERREBELKIDSGEAR

SUPERREBEL KIDSGEAR IS A REGISTERED
TRADEMARK. SUPERREBEL KIDSGEAR IS A
JOINT-VENTURE BETWEEN JOLO FASHION GROUP
AND SUPERREBEL GROUP.



TRY TO FOLLOW
SUPERREBEL KIDSGEAR.